

OptiMediX Pitch Deck

Bridging the Eye Care Gap in Ghana

Opening Hook

"Imagine living in a community where the nearest eye specialist is over 100 kilometers away. Now, imagine you're one of the 207,200 Ghanaians who are blind - knowing that your condition could have been prevented if detected early. This isn't hypothetical; it's the daily reality for countless Ghanaians.

Every four minutes, someone in our country loses their vision due to preventable causes. But today, we're here to change this story."

The Crisis

The Challenge at a Glance

- 1 million Ghanaians suffer from vision impairment.
- Only 1 ophthalmologist per 400,000 people.
- 70% of specialists are concentrated in urban areas.
- Vision impairment costs Ghana \$200 million annually in lost productivity.

The Key Issue

- 80% of vision impairment in Ghana is preventable or treatable.

The Critical Gap

"Accessibility to early detection and treatment is the real crisis."

- 54.8% of blindness is due to cataracts - detectable and treatable.

- 19.4% is due to glaucoma - manageable if caught early.
- Many families spend up to 30% of their monthly income on eye care.
- 40% of school-age children have never had an eye examination.

OptiMediX addresses this critical gap by making eye health assessments accessible, affordable, and effective.

The OptiMediX Solution

Our AI-Powered Mobile Health Tool:

- Brings professional-grade eye screening to any smartphone.
- Detects early signs of cataracts and glaucoma in minutes.
- Offline mode enables use in rural communities.
- Connects users to the nearest available specialists.
- Free for healthcare practitioners to implement.

Think of it as putting an assistant eye specialist in everyone's pocket.

Business Model

Our pricing model is designed to be affordable and accessible to the average Ghanaian while ensuring that OptiMediX remains financially sustainable.

Plan	Price	Key Features
BasicCare	Free	Core AI diagnostics, Symptom checker, Educational resources, Medication reminders, Limited health record storage, Community support forum
HealthPlus	GHS 20/month GHS 200/year	
		Enhanced AI diagnostics, Offline

		diagnostics mode, Expanded encrypted storage, Health insights, Voice interaction for accessibility
OptiCare	GHS 50/month GHS 500/year	Real-time video consultations, Predictive analytics, Wearable integration, Emergency assistance, Customizable dashboard, Exclusive content
OptiElite	GHS 100/month GHS 1,000/year	Personalized treatment plans, Priority video consultations, Dedicated health advisor, 24/7 support, Extended diagnostics, VIP priority

Market Size and Opportunity

Target Population: 1 million Ghanaians affected by vision impairment.

Initial Market: Urban areas with limited specialist access and rural communities with little to no access to eye care.

Growth Potential: By expanding OptiMediX to other West African countries, we can address a region-wide need in eye health.

Financial Projection

Assuming a 10% adoption rate within Ghana's 1 million vision-impaired population and further uptake in the wider population:

Annual Revenue Potential:

- HealthPlus: 10,000 users x GHS 200/year = GHS 2,000,000
- OptiCare: 5,000 users x GHS 500/year = GHS 2,500,000
- OptiElite: 2,000 users x GHS 1,000/year = GHS 2,000,000

Projected Total Revenue in Year 1: GHS 6,500,000

Impact Projection

OptiMediX is not only a business-it's a solution for widespread, preventable blindness. Our projected impact includes:

Reduction in the burden on eye specialists by providing AI-assisted preliminary assessments.

Cutting diagnostic times from months to minutes.

Saving families thousands in transportation costs by enabling remote diagnostics.

Bridging the urban-rural healthcare divide, ensuring that all Ghanaians have equal access to eye care.

For every 1,000 screenings:

- We can identify approximately 548 potential cataract cases.
- Flag 194 possible glaucoma cases for early intervention.
- Save communities GHGHS50,000 in screening costs.

Competitive Advantage

- AI-Driven Precision: Advanced AI model for high accuracy in detecting early signs of vision impairment.
- Accessibility: Offline mode for rural users and an affordable freemium model for Ghanaians.
- Health Ecosystem Integration: Connects seamlessly with local healthcare providers for additional support and referral.
- Scalable: Potential to expand beyond eye health to other preventable conditions in the future.

Call to Action

"Today, we're not just presenting an app. We're offering a transformation in eye care accessibility.

With your support, we can:

Deploy OptiMediX to 100 healthcare facilities in our first year.

Train 500 healthcare workers in AI-assisted screening.

Save thousands of Ghanaians from preventable vision loss."

The technology is ready. The need is clear. The time to act is now.

Closing Statement

"Remember the statistic we opened with? Every four minutes, another Ghanaian faces preventable vision loss. But with OptiMediX, we can change that.

The future of eye care in Ghana is in our hands - and with OptiMediX, it's looking clearer than ever."